

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Thompson Communications, Inc./ POL
P.O. Box 5
200 West Jefferson
Marshfield, MO 65706

<u>Contract / Revision</u> 700898 /		<u>Alt Order #</u>
<u>Product</u> TV JULY 25-JULY 31		
<u>Contract Dates</u> 07/25/12 - 08/03/12	<u>Estimate #</u> ST. LOUIS	
<u>Advertiser</u> Spence/ R/ Gov		<u>Original Date / Revision</u> 07/19/12 / 08/01/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	07/25/12	07/31/12	5-6a	5-6A		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$375.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$375.00	0.00			
N 2	KSDK	07/25/12	07/31/12	6-7a	6-7A		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$600.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$600.00	0.00			
N 3	KSDK	07/30/12	07/31/12	Olympics Weekday DT	9a-4p		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	22-----				4	\$750.00	0.00			
N 4	KSDK	07/25/12	07/31/12	NBC Today 7-9A	7-9A		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$600.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$600.00	0.00			
N 5	KSDK	07/25/12	07/31/12	Jeopardy	430-5p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$500.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$500.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	5	KSDK	07/30/12-08/05/12	Jeopardy	430-5p	MTu-----	:30		\$500.00	0.00	NM		
		See MG 5.6											
	6	KSDK	08/02/12-08/02/12	Jeopardy	430-5p	----Th----	:30		\$500.00	0.00	NM		
		Ⓜ MG for 5.5 07/31											
N 6	KSDK	07/25/12	07/31/12	News 5 at Four	4-430P		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$450.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$450.00	0.00			
N 7	KSDK	07/25/12	07/31/12	News Channel 5 at 5P	5-530P		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	--111--				3	\$1,200.00	0.00			
	Week:	07/30/12	08/05/12	11-----				2	\$1,200.00	0.00			

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Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract Dates</u> 07/25/12 - 08/03/12	<u>Product</u> TV JULY 25-JULY 31	<u>Estimate #</u> ST. LOUIS
<u>Advertiser</u> Spence/ R/ Gov		<u>Original Date / Revision</u> 07/19/12 / 08/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 8	KSDK	07/25/12	07/31/12	News Channel 5 at 6P	6-630P		:30				NM	5	\$6,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--111--				3	\$1,275.00	0.00			
Week:		07/30/12	08/05/12	11-----				2	\$1,275.00	0.00			
N 9	KSDK	07/25/12	07/26/12	630-7P Wheel of Fortune	630-7P		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--11---				2	\$1,000.00	0.00			
N 10	KSDK	07/28/12	07/31/12	Olympics Primetime	Olympics Primetime		:30				NM	10	\$37,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----22				4	\$4,650.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	KSDK	07/23/12-07/29/12	Olympics Primetime	Olympics Primetime	-----SaSu	:30		\$4,650.00	0.00	NM		
	See MG 10.9, 10.10, 10.11												
	9	KSDK	07/28/12-07/28/12	Olympics Zone	Olympics Zone	-----Sa--	:30		\$2,250.00	0.00	NM		
	Ⓜ	MG for 10.4 07/29											
	10	KSDK	07/30/12-07/30/12	Olympics Zone	Olympics Zone	M-----	:30		\$2,250.00	0.00	NM		
	Ⓜ	MG for 10.4 07/29											
	11	KSDK	07/27/12-07/27/12	News at 10am	10-11A	-----F----	:30		\$125.00	0.00	NM		
	Ⓜ	MG for 10.4 07/29											
Week:		07/30/12	08/05/12	22-----				4	\$4,650.00	0.00			
N 11	KSDK	07/28/12	07/29/12	Olympics Weekend DT	Olympics Weekend		:30				NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----11				2	\$1,950.00	0.00			
N 12	KSDK	07/27/12	07/31/12	Olympics Late News	Various		:30				NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	----1--				1	\$1,800.00	0.00			
Week:		07/30/12	08/05/12	11-----				2	\$1,800.00	0.00			
N 13	KSDK	07/25/12	07/26/12	LN (M-F)	10-1035p		:30				NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--11---				2	\$1,650.00	0.00			
N 14	KSDK	07/28/12	07/29/12	Olympic Weekend DT	Olympic Weekend		:30				NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----11				2	\$2,400.00	0.00			
N 15	KSDK	08/02/12	08/03/12	4-5A	4-5A		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$20.00	0.00			
Totals										0.00		61	\$84,595.00

Time Period	# of Spots	Gross Amount	Net Amount
07/23/12 - 07/29/12	35	\$47,125.00	\$40,056.25
07/30/12 - 08/05/12	26	\$37,470.00	\$31,849.50
Totals	61	\$84,595.00	\$71,905.75

Signature: _____ Date: _____

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